

Westinghouse:

For the first time in my life I got a notion of publicity, advertising of a concern now practicing. It is wonderful, cheerful. McSweeney, who I understand was a Chrysler man and of whom I certainly want to learn more. He is a tall, thin, youngish, ~~strong~~^{slimy} eyes-like^a dynamo. They told me with certain disgust he could talk your head off, and he certainly can. It is an organization worth studying. McS. steps out deliberately to hypnotize. He may have humor which he carefully conceals. Once when I laughed aloud at the fury and tempo of his talk, his grandiose exaggeration, there passed through his eyes just a twinkle but ~~he~~^{it} was carefully suppressed. He took me to see the annual layout - the man at the head of it has been years there and they told me how they planned a million dollar appropriation. It was almost too much for my feeble brain, but But give them a test and give them this planning and you can do anything with this country. I am more and more convinced that these McSweeneys these Schutts (See High Low Washington) are about the most dangerous things we have to deal with. They can do anything with us.

McSweeney was certainly wonderful talking about the ⁰battling up of the light from Arcturus by which he claims the Fair is to be started.

I don't know who pushed the button in '93
but ~~knowing~~merer President is to push it in 1933 but Arcturous
is to start the Fair and whether it is astronomically^{true}/or not
McS. claims that Arcturous was over the Fair in '93 and
it won't be there again until '33. If that isn't a dramatic
yarn for publicity men than I don't know. He says that there
was some doubt among the *an anyar* at the Fair about what
would happen if the light was clouded - a bad night. He
says the scientists of the Westinghouse are storing up
light from Arcturous - they can bottle it so they will
have it on hand in case there are clouds over the sky.